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# Press Release

FOR IMMEDIATE RELEASE

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## ***SCAG to Re-Launch ‘Go Human’ Active Transportation Advertising Campaign During May and June to Promote Walking, Biking and Traffic Safety***

**Los Angeles, Calif.** – The Southern California Association of Governments (SCAG) will re-launch its highly successful *Go Human* advertising campaign next month to encourage drivers to slow down and look for people walking and biking.

Working with County Transportation Commissions and County Health Departments across the region, SCAG has secured advertising space on billboards, transit and bus shelters and digital signage – all located in areas prone to collisions. The campaign also will feature radio spots, and will run during the months of May and June.

The May re-launch coincides with National Bike Month, and is part of *Go Human*’s broader public awareness efforts to promote traffic safety and encourage people to walk and bike more. Pedestrian and bicyclist fatalities account for nearly 30% of all roadway fatalities. According to the California Statewide Integrated Traffic Records System (SWITRS), nearly 470 people were killed while walking or biking and more than 13,600 were injured in the six-county SCAG region in 2014 — the most recent year for which data is available.

“Active transportation has seen a huge surge in popularity during the past decade. More people than ever are walking and riding bikes, not just to stay healthy but as a way to get to work and school. Creating a safe environment needs to be a priority at the community and regional level, which is what the *Go Human* campaign is all about,” said Michele Martinez, a Santa Ana City Council member and President of SCAG.

Hasan Ikhata, SCAG’s Executive Director, noted that active transportation has become an essential element of Southern California’s long-term land-use planning and mobility plans. SCAG’s 2016-2040 Regional Transportation Plan/Sustainable Communities Strategy (RTP/SCS) identified \$12.9 billion in active transportation investments across the six-county region, of which \$4.5 billion is expected to be returned to the region through health savings associated with a reduction in chronic diseases resulting from more people walking and biking.

Earlier this year, Southern California was awarded more than \$105 million in funding through the California Transportation Commission for local and regional active transportation.

“Combined with improved roadway safety, these programs are significantly improving the quality of life for communities and residents throughout our six-county region,” Ikhata said. “Largely through the

help of *Go Human*, Southern California has quickly become a national model for active transportation advocacy and implementation.”

SCAG will be hosting additional Go Human events in Orange County, Los Angeles County, Riverside County and San Bernardino County over the next 18 months with the support of the Mobile Source Reduction Committee. Upcoming event dates and locations can be found at [GoHumanSocal.org/events](http://GoHumanSocal.org/events).

Financial support for the upcoming advertising campaign is being provided by a grant from the California Office Traffic Safety.

Additional information on SCAG’s *Go Human* campaign is available at [gohumansocal.org](http://gohumansocal.org).

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***About SCAG***

SCAG is the nation’s largest metropolitan planning organization, representing six counties, 191 cities and more than 18 million residents. SCAG undertakes a variety of planning and policy initiatives to plan for a livable and sustainable Southern California now and in the future. For more information about SCAG’s regional efforts, please visit [www.scag.ca.gov](http://www.scag.ca.gov).